

## TOWARDS A CIRCULAR ECONOMY

The EU Ecolabel promotes Europe's transition to a circular economy, where materials stay in a loop, so new products begin when old ones end. This drives manufacturers to produce goods that:

- \* Promote green innovation and sustainable industries
- \* Generate less waste and CO<sub>2</sub> when they are made and used
- \* Use energy, water and raw materials more wisely
- \* Last longer and are easier to repair
- \* Are easier to recycle

For example, some paints now use oil from algae as a low-carbon alternative to traditional petroleum-based oil.

Thanks to the label's transparent criteria, consumers can make responsible choices while supporting green innovation and jobs.

### ECO-VALUES IN ACTION

*Find out more about the European Commission's Circular Economy Package, a detailed plan to move to a more competitive, sustainable economy.*  
[ec.europa.eu/environment/circular-economy](http://ec.europa.eu/environment/circular-economy)

Look for the **EU Ecolabel** for products and services that are better for the environment and better for you.

**It is the label that makes green choices easy.**

### ADDITIONAL INFORMATION

EU policies support and recognise sustainable production and consumption.

### CONTACT

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**Better for the environment,  
better for you**

Reduced environmental impact

Cuts waste and harmful substances

As effective as conventional products

Rewards responsible businesses

## A LABEL YOU CAN TRUST

Around 40 000 products and services hold the EU Ecolabel, from baby clothes to electronic equipment. It is a reliable label that identifies products and services with a reduced environmental impact:

- \* Verified by independent experts
- \* Strict criteria for over 30 different categories of products and services, updated regularly
- \* The entire product life cycle considered, from production to recycling or disposal
- \* Consumer health and responsible production guaranteed
- \* No compromise on performance. It is easy to consume green!

65 % of consumers who know the EU Ecolabel already trust it\*.

EU Ecolabel products can come from anywhere in the world, as long as they prove that they fulfil its criteria.

\* Consumer Market Study on Environmental Claims for Non-Food Products, European Commission 2014

# HOW GREEN CAN YOU SHOP?

## LOOKING FOR A GREEN HOLIDAY?

Hotels and campsites can display the label, too. They are just as comfortable as traditional accommodation, but use less energy and water and produce less waste, including food waste.

[ec.europa.eu/ecat/hotels-campsites](http://ec.europa.eu/ecat/hotels-campsites)

It is easier than you think to make the responsible choice for your home, work or free time. Here are just some of the products with the EU Ecolabel to inspire you to switch to a sustainable lifestyle.

## ELECTRONIC EQUIPMENT

Products must be **easy to repair and upgrade** so they last longer.

## PERSONAL CARE PRODUCTS

8 million tonnes of plastic enter oceans each year - criteria **ban microplastics** and **limit packaging waste**.

## CLEANING UP

Washing detergent has to work at **30°C**, saving energy and money with each wash.

## PAPER PRODUCTS

Almost half of all trees harvested worldwide become paper. Support **recycled** or **sustainable** sources instead.

## DO-IT-YOURSELF

Keep your indoor air clean. Paints have **less than half** the solvent emissions of conventional products.

## CLOTHING AND TEXTILES

Shoes must be assembled in **safe and fair conditions** – doing good while looking good!

## FURNITURE

Items must **do their job well** and last. When their useful life ends, they must be **easy to recycle**.



## READY TO START SHOPPING?

Access the full catalogue of products here: [ec.europa.eu/ecat](http://ec.europa.eu/ecat)

